

WHAT IS CLAIMED IS:

1. A method of managing UPN/URL/Trademark/Product-Descriptor data links within a manufacturer's enterprise, wherein the manufacturer's EDI-enabled UPN/URL Database Management Subsystem and/or the consumer product information catalog database management subsystem are configured between (i) a plurality of Web-enabled client machines operated within the manufacturer's enterprise by various departments, and (ii) a conventional manufacturer's EDI-enabled UPC-indexed Product Sales Catalog running on a (possibly remotely-situated) computing platform deployed within a manufacturer's enterprise.
2. An apparatus for managing UPN/URL/Trademark/Product-Descriptor data links within a manufacturer's enterprise, wherein the manufacturer's EDI-enabled UPN/URL Database Management Subsystem and/or the consumer product information catalog database management subsystem are configured between (i) a plurality of Web-enabled client machines operated within the manufacturer's enterprise by various departments, and (ii) a conventional manufacturer's EDI-enabled UPC-indexed Product Sales Catalog running on a (possibly remotely-situated) computing platform deployed within a manufacturer's enterprise.
3. A method of managing UPN/URL/Trademark/Product-Descriptor data links within a manufacturer's enterprise, wherein the manufacturer's EDI-enabled UPN/URL Database Management Subsystem is initialized by importing UPC numbers, trademarks and product-descriptors from the manufacturer's locally-maintained UPC-indexed product catalog deployed within the manufacturer's enterprise.
4. An apparatus for managing UPN/URL/Trademark/Product-Descriptor data links within a manufacturer's enterprise, wherein the manufacturer's EDI-enabled UPN/URL Database Management Subsystem is initialized by importing UPC numbers, trademarks and product-descriptors from the manufacturer's locally-maintained UPC-indexed product catalog deployed within the manufacturer's enterprise.
5. A method of managing UPN/URL/Trademark/Product-Descriptor data links within a manufacturer's enterprise, wherein the conventional UPC-indexed product price catalog functions as the "master" UPC catalog source within the manufacturer's enterprise, while the manufacturer's EDI-enabled UPN/URL Database Management Subsystem functions as a "slave" UPC catalog source within the enterprise, data-synchronized to the master UPC catalog source.
6. An apparatus for managing UPN/URL/Trademark/Product-Descriptor data links within a manufacturer's enterprise, wherein the conventional UPC-indexed product price

catalog functions as the "master" UPC catalog source within the manufacturer's enterprise, while the manufacturer's EDI-enabled UPN/URL Database Management Subsystem functions as a "slave" UPC catalog source within the enterprise, data-synchronized to the master UPC catalog source.

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7. A method of managing UPN/URL/Trademark/Product-Descriptor data links within a manufacturer's enterprise, wherein the manufacturer's EDI-enabled UPN/URL Database Management Subsystem is programmed to automatically (i) access the conventional UPC-indexed product sales catalog on periodic (e.g. daily) basis and (ii) import up-to-date (i.e. current) UPC numbers, trademarks and product-descriptors that are being used by the manufacturer within its UPC product sales catalog for enabling B-2-B e-commerce transactions with its retail trading partners.

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8. An apparatus for managing UPN/URL/Trademark/Product-Descriptor data links within a manufacturer's enterprise, wherein the manufacturer's EDI-enabled UPN/URL Database Management Subsystem is programmed to automatically (i) access the conventional UPC-indexed product sales catalog on periodic (e.g. daily) basis and (ii) import up-to-date (i.e. current) UPC numbers, trademarks and product-descriptors that are being used by the manufacturer within its UPC product sales catalog for enabling B-2-B e-commerce transactions with its retail trading partners.

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9. A method of managing UPN/URL/Trademark/Product-Descriptor data links within a manufacturer's enterprise, wherein such data-synchronization operations can be carried in a fully automatic, programmed manner over the Internet or particular VAN, regardless of where the manufacturer's EDI-enabled UPN/URL Database Management Subsystem and UPC-indexed product price catalog resides on the network.

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10. An apparatus for managing UPN/URL/Trademark/Product-Descriptor data links within a manufacturer's enterprise, wherein such data-synchronization operations can be carried in a fully automatic, programmed manner over the Internet or particular VAN, regardless of where the manufacturer's EDI-enabled UPN/URL Database Management Subsystem and UPC-indexed product price catalog resides on the network.

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11. A method of managing UPN/URL/Trademark/Product-Descriptor data links within a manufacturer's enterprise, wherein by importing UPC numbers, trademarks and product-descriptors, through database-initialization and data-synchronization techniques, the manufacturer's brandmanagers, product managers, advertising agents and support personnel can manage UPN/URL/trademark/product-descriptor data links within the manufacturer's EDI-enabled UPN/URL Database Management Subsystem and transport the same to the central UPN/URL Database Management Subsystem, in cooperation with pre-existing EDI-based B-2-B e-commerce support operations.

12. An apparatus for managing UPN/URL/Trademark/Product-Descriptor data links within a manufacturer's enterprise, wherein by importing UPC numbers, trademarks and product-descriptors, through database-initialization and data-synchronization techniques, the manufacturer's brandmanagers, product managers, advertising agents and support personnel manage UPN/URL/trademark/product-descriptor data links within the manufacturer's EDI-enabled UPN/URL Database Management Subsystem and transport the same to the central UPN/URL Database Management Subsystem, in cooperation with pre-existing EDI-based B-2-B e-commerce support operations.

13. A method of managing UPN/URL/Trademark/Product-Descriptor data links within a manufacturer's enterprise, wherein brandmanagers, product managers, advertising agents and support personnel can manage UPN/trademark-indexed CPI data files within the manufacturer's consumer product information catalog database management subsystem and transport the same to a central UPN-indexed Data warehouse.

14. An apparatus for managing UPN/URL/Trademark/Product-Descriptor data links within a manufacturer's enterprise, wherein brandmanagers, product managers, advertising agents and support personnel can manage UPN/trademark-indexed CPI data files within the manufacturer's consumer product information catalog database management subsystem and transport the same to a central UPN-indexed Data warehouse.

15. A method of and database-initialization and synchronization within a manufacturer's enterprise, wherein a business-to-consumer (B-2-C) consumer product information management and distribution system is used in cooperation with conventional EDI-enabled B-2-B e-commerce transaction networks supported by conventional UPC product sales catalogs enabling brandmanagers, product managers, advertising agents and support personnel to practice UPC/URL/Trademark/product-descriptor management techniques without disrupting conventional UPC management operations performed by others within the manufacturer's enterprise in connection with enabling EDI-based B-2-B e-commerce transactions.

16. An apparatus for database-initialization and synchronization within a manufacturer's enterprise, wherein the business-to-consumer (B-2-C) consumer product information management and distribution system is used in cooperation with conventional EDI-enabled B-2-B e-commerce transaction networks supported by conventional UPC product sales catalogs enabling brandmanagers, product managers, advertising agents and support personnel to practice UPC/URL/Trademark/product-descriptor management techniques without disrupting conventional UPC management operations performed by others within the manufacturer's enterprise in connection with enabling EDI-based B-2-B e-commerce transactions.

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